

HERE'S A FORMAT OF THE "MORNING MERRY-GO-ROUND":

8:00 A.M. -- ON THE AIR with "Wayne and the Wichitans" - perhaps the finest dance band west of Chicago. Wayne Euchner - the director, and Musical Director for KFH - formerly played on, and arranged the music for the "Jack Benny" radio show over a period of four years. For twelve years he was pianist and arranger for Don Bestor's orchestra.

The Emcee is Genial Gene McGehee - a young, vivacious, personable chap who wins your favor immediately. He has five or six years of successful radio to his credit.

For the comedy lines we have Orth "Squire" Bell, who has been in radio for the past twenty years. Several of these years he had his own coast-to-coast network show on CBS.

To do the dinging honors with the feminine touch, we have Peggy Jones - one of the six young ladies chosen in a nation-wide contest conducted by the Dorsey Brothers, in which over 10,000 singers were auditioned.

During the first half of the "Morning Merry-Go-Round", we salute and name all the babies born in the Wichita Hospitals during the preceding twenty-four hours. Weather and almanac wisdom is offered. Music predominates the entire program.

8:25 A.M. -- A breather for the musicians during which we present the news by Bob Gadberry. Local, national and international news is presented in capsule form in the five-minute allotment.

8:30 A.M. -- ON THE AIR! The last portion of "Morning Merry-Go-Round"! On this part of the show - everything goes! The KFH Ark Valley Boys augment Wayne and his Wichitans - giving us two big bands and more singers, since several of the Ark Valley Boys vibrate their vocal chords and now and then we recruit a couple of boys from Wayne's band to do the vocals.

Uncle "Puny" Hawkins is Boss Man for the Ark Valley Boys, and entered radio eight years ago after a long career on the stage and screen. Perhaps you have seen him many times playing the part of a wealthy ranch owner or the town sheriff in some of Universal's pictures.

Cousin "Corky" Edminster is Musical Director of the KFH Ark Valley Boys - and by the way, he can put his shoes on and sit down with any of our musicians and read and play the musical spots right along with them.

Cousin Clarence "C. Q." Brown, natural-born comedian and all 'round musician, has had at least twenty years experience on radio - and has never failed to cheer up his listeners. His philosophy of life is: "Shuckins, they's enuf sorrow on earth within' out me wearin' a sour puss, so I just say to myself - 'Clarence, put a jug o' sunshine in yer sole and a smile on yer mug - add rub some of'n it off on every one ye meet!'"

This last half of the broadcast is better known as the "Memory Teasers" - or "Stump the Stupes"! The listeners send in three song titles and challenge the musicians to play at least 8 bars of any one of the tunes. If they stump the stupes, in other words, if not one of the members of either band can sing or play 8 bars or more of any one of the tunes, we have to pay off with a nice gift out of the grab bag. These gifts vary from \$50.00 wrist watches to "dryette" clothes dryers, which sell for \$3.95.

Now that you know something about the program and the people on it -- here's what we want to do for your firm! AT NO COST TO YOU!!!

As a public service, and to acquaint Wichitans and the surrounding trade territory with your business, ~~we~~ we want you to arrange to have as many of your employees as you can release between 8 and 9 o'clock on some one day in the week, Monday through Friday, as our guests in the studio. We must have at least 50 people and we can take care of about 175 comfortably. If you haven't that many in your employ, you are at liberty' to invite your friends and customers to make up the deficit. The day of the week and month can be determined in discussion with me.

We will give a brief history of your firm on the broadcast and tell something of the product or nature of your business. The entire show will be centered upon your business activities, with personal interviews with some of your employees, especially your executives. This excellent advertising WILL NOT COST YOU ONE RED CENT - and you WILL NOT be chagrined by a follow-up to buy advertising.

Furthermore During the "Memory Teaser" portion of the show, a number of your group will be given an opportunity to stump the stupes, with and a chance to take home a fine gift.

Coffee will be served during the program for those who enjoy the beverage.

WELL, WHAT DO YOU THINK? IS IT A DEAL?

Call me right away and give me your ideas!

LET'S GET TOGETHER! Call or write --

Vernon E. Reed
Program Director
Radio Station KFH